

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 9. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	* 9	TU-TH	3P-4P	LET'S MAKE A DEAL	:60	\$800.00	07/31-08/02	2	1	2	\$1,600.00	
Sales Remark: V13 IX ADD												
				V9 Comment Changed, Spots/week Changed								
				V1 Comment Changed, Spots/week Changed								
				V13 Comment Changed, Spots/week Changed								
*14	TU-TH	630P-7P	NEWS		:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	
V5 Comment Changed, Spots/week Changed												
*19	TU-TH	530P-6P	NEWS		:60	\$2,400.00	07/31-08/02	0	0	0	\$0.00	
V5 Added												
V9 Comment Changed, Spots/week Changed												
V1 Comment Changed												

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$76,600.00

Rep Order# 9780163 Ver# 13 Status Revised  
EC'd Yes

Traffic Order# 45918

Printed: 08/09/2012 4:02 PM  
Last Received: 08/09/2012 3:17 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Sales Totals: 46 / \$76,600.00  
Station Totals: 46 / \$76,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$191,500	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	34%
		WKRC	40%	WLWT	8%	WSTR	2%	WXIX	15%		

Books null  
Demos RA35+

# Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 1												
07/31/12	Tuesday	5:29:16 AM	1:00	\$1,200.00	P-2	OFA-12-G-5a Good Morn Cincinnati		5:00 AM-5:30 AM	OBAMA SKED A	1520	1	MWASI
Line: 2												
07/31/12	Tuesday	5:54:33 AM	1:00	\$1,500.00	P-1	OFA-12-G-5a Good Morn Cincinnati		5:30 AM-6:00 AM	OBAMA SKED A	1520	1	MWASI
Line: 3												
07/31/12	Tuesday	6:08:54 AM	1:00	\$1,600.00	P-2	OFA-12-G-6a Good Morn Cincinnati		6:00 AM-7:00 AM	OBAMA SKED A	1520	1	MWASI
Line: 4												
07/31/12	Tuesday	8:39:28 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	3	MWASI
07/31/12	Tuesday	8:48:24 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	8:23:31 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	5	MWASI
08/01/12	Wednesday	8:54:31 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	6	MWASI
08/02/12	Thursday	8:58:55 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	10	MWASI
08/02/12	Thursday	8:53:01 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	9	MWASI
07/31/12	Tuesday	8:23:31 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	2	MWASI
08/01/12	Wednesday	8:28:54 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	4	MWASI
08/02/12	Thursday	8:58:55 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	8	MWASI
08/02/12	Thursday	8:28:55 AM	1:00	\$800.00	P-2	OFA-12-G-CBS This Morning		7:00 AM-9:00 AM	OBAMA SKED A	1520	7	MWASI
Line: 5												
07/31/12	Tuesday	9:47:37 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	9:21:29 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM	OBAMA SKED A	1520	2	MWASI
08/01/12	Wednesday	9:23:50 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM	OBAMA SKED A	1520	3	MWASI
Line: 6												
08/02/12	Thursday	10:40:41 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM	OBAMA SKED A	1520	1	MWASI
07/31/12	Tuesday	10:30:03 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM	OBAMA SKED A	1520	2	MWASI
08/01/12	Wednesday	10:39:30 AM	1:00	\$700.00	P-2	OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM	OBAMA SKED A	1520	3	MWASI
Line: 7												
07/31/12	Tuesday	12:27:55 PM	1:00	\$2,800.00	P-1	OFA-12-G-Local 12 News at Noon		12:00 PM-12:30 PM	OBAMA SKED A	1520	2	MWASI
08/02/12	Thursday	12:13:16 PM	1:00	\$2,800.00	P-1	OFA-12-G-Local 12 News at Noon		12:00 PM-12:30 PM	OBAMA SKED A	1520	1	MWASI
Line: 8												
07/31/12	Tuesday	1:28:52 PM	1:00	\$1,700.00	P-1	OFA-12-G-Young & the Restless		12:30 PM-1:30 PM	OBAMA SKED A	1520	2	MWASI
08/02/12	Thursday	1:28:42 PM	1:00	\$1,700.00	P-1	OFA-12-G-Young & the Restless		12:30 PM-1:30 PM	OBAMA SKED A	1520	1	MWASI
Line: 9												
[Filtered by: ] [Sorted by: Station]												

# Spot Manager: All, 07/31/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
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Advertiser: Obama/D/President  
Agency: Green Margolis Mitchell  
Station: WKRC-TV  
Order: 45918  
Line: 9

08/01/12	Wednesday	3:24:39 PM	1:00	\$800.00	P-2	OFA-12-G-Let's Make a Deal		3:00 PM-4:00 PM	OBAMA SKED A	1520	1	MWASI
07/31/12	Tuesday	3:27:48 PM	1:00	\$800.00	P-2	OFA-12-G-Let's Make a Deal		3:00 PM-4:00 PM	OBAMA SKED A	1520	2	MWASI
\$1,600.00												

08/01/12	Wednesday	4:11:03 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	4:29:40 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	4:43:07 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	2	MWASI
\$6,600.00												

07/31/12	Tuesday	5:13:53 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	5:57:15 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	5:14:03 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	2	MWASI
\$7,200.00												

08/02/12	Thursday	5:37:08 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	5:57:07 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	2	MWASI
07/31/12	Tuesday	5:43:01 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	1	MWASI
\$8,400.00												

08/02/12	Thursday	6:11:34 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	3	MWASI
07/31/12	Tuesday	6:09:09 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	2	MWASI
08/01/12	Wednesday	6:12:32 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	1	MWASI
\$9,000.00												

08/02/12	Thursday	6:28:46 PM	1:00	\$2,400.00	P-2	OFA-12-G-CBS Evening News		6:30 PM-7:00 PM	OBAMA SKED A	1520	1	MWASI
08/01/12	Wednesday	6:28:48 PM	1:00	\$2,400.00	P-2	OFA-12-G-CBS Evening News		6:30 PM-7:00 PM	OBAMA SKED A	1520	2	MWASI
\$4,800.00												

08/04/12	Saturday	7:53:33 PM	1:00	\$1,000.00	P-3	OFA-12-G-Sa Prime Access Rotator		6:57 PM-7:57 PM	OBAMA SKED A	1520	1	MWASI
\$1,000.00												

07/31/12	Tuesday	11:33:55 PM	1:00	\$3,400.00	P-3	OFA-12-G-11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA SKED A	1520	1	MWASI
08/01/12	Wednesday	11:31:39 PM	1:00	\$3,400.00	P-3	OFA-12-G-11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA SKED A	1520	2	MWASI
\$6,800.00												

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Obama/D/President  
Agency: Greer Margolis Mitchell  
Station: WKRC-TV  
Order: 45918  
Line: 17

				\$3,300.00							3	
Line: 18												
08/01/12	Wednesday	5:22:09 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five	(5:00:00 PM-5:30 OBAMA SKED A	1520			1	MWASI
				\$2,400.00							1	
				\$76,600.00							46	
				\$76,600.00							46	
				\$76,600.00							46	
				\$76,600.00							46	
				\$76,600.00							46	
				\$76,600.00							46	

[Filtered by: ] [Sorted by: Station]

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Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 9 two spots did air.  
t/r  
lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	*9	TU-TH	3P-4P	LETS MAKE A DEAL	:60	\$800.00	07/31-08/02	1	1	1	\$800.00	-----
Station Remark: V12 pls read one spot to line. 2 spots did air. confusion due to so many versions.												
V9 Comment Changed, Spots/week Changed												
V11 Comment Changed, Spots/week Changed												

*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	
V5 Comment Changed, Spots/week Changed											
*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	0	0	0	\$0.00	
V5 Added											
V9 Comment Changed, Spots/week Changed											
V11 Comment Changed											

---REPORT TOTALS---

Report Totals: 3 / \$5,600.00

---SALES MONTHLY TOTALS---

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Aug 12: 45 / \$75,800.00

Sales Totals: 45 / \$75,800.00

Station Totals: 45 / \$75,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$189,500

CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	34%
WKRC	40%	WLWT	8%	WSTR	2%	WXIX	15%		

Books null  
Demos RA35+

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Spot Manager: Placed, 07/30/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 1

07/31/12	Tuesday	5:29:16 AM	1:00	\$1,200.00 P-2		OFA-12-G-5a Good Morn Cincinnati		5:00 AM-5:30 AM OBAMA SKED A	1520		1	MWASI
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Line: 2

07/31/12	Tuesday	5:54:33 AM	1:00	\$1,500.00 P-1		OFA-12-G-5a Good Morn Cincinnati		5:30 AM-6:00 AM OBAMA SKED A	1520		1	MWASI
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Line: 3

07/31/12	Tuesday	6:08:54 AM	1:00	\$1,600.00 P-2		OFA-12-G-6a Good Morn Cincinnati		6:00 AM-7:00 AM OBAMA SKED A	1520		1	MWASI
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Line: 4

07/31/12	Tuesday	8:39:28 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		3	MWASI
07/31/12	Tuesday	8:48:24 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		1	MWASI
08/02/12	Thursday	8:23:31 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		5	MWASI
08/01/12	Wednesday	8:54:31 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		6	MWASI
08/01/12	Wednesday	8:58:55 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		10	MWASI
08/02/12	Thursday	8:53:01 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		9	MWASI
07/31/12	Tuesday	8:23:31 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		2	MWASI
08/01/12	Wednesday	8:28:54 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		4	MWASI
08/02/12	Thursday	8:58:55 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		8	MWASI
08/02/12	Thursday	8:28:55 AM	1:00	\$800.00 P-2		OFA-12-G-CBS This Morning		7:00 AM-9:00 AM OBAMA SKED A	1520		7	MWASI

Line: 5

07/31/12	Tuesday	9:47:37 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM OBAMA SKED A	1520		1	MWASI
08/02/12	Thursday	9:21:29 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM OBAMA SKED A	1520		2	MWASI
08/01/12	Wednesday	9:23:50 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 9a-10a		9:00 AM-10:00 AM OBAMA SKED A	1520		3	MWASI

Line: 6

08/02/12	Thursday	10:40:41 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM OBAMA SKED A	1520		1	MWASI
07/31/12	Tuesday	10:30:03 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM OBAMA SKED A	1520		2	MWASI
08/01/12	Wednesday	10:39:30 AM	1:00	\$700.00 P-2		OFA-12-G-M-F 10a-11a		10:00 AM-11:00 AM OBAMA SKED A	1520		3	MWASI

Line: 7

07/31/12	Tuesday	12:27:55 PM	1:00	\$2,800.00 P-1		OFA-12-G-Local 12 News at Noon		12:00 PM-12:30 PM OBAMA SKED A	1520		2	MWASI
08/02/12	Thursday	12:13:16 PM	1:00	\$2,800.00 P-1		OFA-12-G-Local 12 News at Noon		12:00 PM-12:30 PM OBAMA SKED A	1520		1	MWASI

Line: 8

07/31/12	Tuesday	1:28:52 PM	1:00	\$1,700.00 P-1		OFA-12-G-Young & the Restless		12:30 PM-1:30 PM OBAMA SKED A	1520		2	MWASI
08/02/12	Thursday	1:28:42 PM	1:00	\$1,700.00 P-1		OFA-12-G-Young & the Restless		12:30 PM-1:30 PM OBAMA SKED A	1520		1	MWASI

Line: 9

07/31/12	Tuesday	1:28:52 PM	1:00	\$1,700.00 P-1		OFA-12-G-Young & the Restless		12:30 PM-1:30 PM OBAMA SKED A	1520		2	MWASI
08/02/12	Thursday	1:28:42 PM	1:00	\$1,700.00 P-1		OFA-12-G-Young & the Restless		12:30 PM-1:30 PM OBAMA SKED A	1520		1	MWASI



# Spot Manager: Placed, 07/30/12-08/06/12

NEWPORT

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	De Estimate #	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 45918

Line: 9

08/01/12	Wednesday	3:24:39 PM	1:00	\$800.00	P-2	OFA-12-G-Let's Make a Deal		3:00 PM-4:00 PM	OBAMA SKED A	1520	1	MWASI
07/31/12	Tuesday	3:27:48 PM	1:00	\$800.00	P-2	OFA-12-G-Let's Make a Deal		3:00 PM-4:00 PM	OBAMA SKED A	1520	2	MWASI

Line: 10

07/31/12	Tuesday	4:11:03 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	4:29:40 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	4:43:07 PM	1:00	\$2,200.00	P-2	OFA-12-G-4p Local 12 News at Four		4:00 PM-5:00 PM	OBAMA SKED A	1520	2	MWASI

Line: 11

07/31/12	Tuesday	5:13:53 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	5:57:15 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	5:14:03 PM	1:00	\$2,400.00	P-2	OFA-12-G-5p Local 12 News at Five		5:00 PM-5:27 PM	OBAMA SKED A	1520	2	MWASI

\$7,200.00

Line: 12

08/02/12	Thursday	5:37:08 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	3	MWASI
08/01/12	Wednesday	5:57:07 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	2	MWASI
07/31/12	Tuesday	5:43:01 PM	1:00	\$2,800.00	P-1	OFA-12-G-5p Local 12 News at Five		5:30 PM-6:00 PM	OBAMA SKED A	1520	1	MWASI

\$8,400.00

Line: 13

08/02/12	Thursday	6:11:34 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	3	MWASI
07/31/12	Tuesday	6:09:09 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	2	MWASI
08/01/12	Wednesday	6:12:32 PM	1:00	\$3,000.00	P-2	OFA-12-G-6p Local 12 News at Six		6:00 PM-6:30 PM	OBAMA SKED A	1520	1	MWASI

\$9,000.00

Line: 14

08/01/12	Thursday	6:28:46 PM	1:00	\$2,400.00	P-2	OFA-12-G-CBS Evening News		6:30 PM-7:00 PM	OBAMA SKED A	1520	1	MWASI
08/01/12	Wednesday	6:28:48 PM	1:00	\$2,400.00	P-2	OFA-12-G-CBS Evening News		6:30 PM-7:00 PM	OBAMA SKED A	1520	2	MWASI

\$4,800.00

Line: 15

08/04/12	Saturday	7:53:33 PM	1:00	\$1,000.00	P-3	OFA-12-G-Sa Prime Access Rotator		6:57 PM-7:57 PM	OBAMA SKED A	1520	1	MWASI
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\$1,000.00

Line: 16

07/31/12	Tuesday	11:33:55 PM	1:00	\$3,400.00	P-3	OFA-12-G-11p M-F Local 12 News 11		11:00 PM-11:35 PM	OBAMA SKED A	1520	1	MWASI
08/01/12	Wednesday	11:31:39 PM	1:00	\$3,400.00	P-3	OFA-12-G-11p M-F Local 12 News 11		11:00 PM-11:35 PM	OBAMA SKED A	1520	2	MWASI

\$6,800.00

Line: 17

08/01/12	Wednesday	12:30:56 XM	1:00	\$1,100.00	P-2	OFA-12-G-Letterman		11:36 PM-12:36 PM	OBAMA SKED A	1520	3	MWASI
07/31/12	Tuesday	12:13:18 XM	1:00	\$1,100.00	P-2	OFA-12-G-Letterman		11:36 PM-12:36 PM	OBAMA SKED A	1520	1	MWASI
08/02/12	Thursday	12:31:20 XM	1:00	\$1,100.00	P-2	OFA-12-G-Letterman		11:36 PM-12:36 PM	OBAMA SKED A	1520	2	MWASI

[Filtered by: ] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/08/12 2:59:47 PM)

REPORT

Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Obama/D/President  
Agency: Greer Margolis Mitchell  
Station: WKRC-TV  
Order: 45918

Line: 17

\$3,300.00

3

Line: 18

08/01/12 Wednesday 5:22:09 PM 1:00 \$2,400.00 P-2 OFA-12-G-5p Local 12 News at Five (5:00:00 PM-5:30 OBAMA SKED A 1520 1 MMASI

\$2,400.00

1

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

\$76,600.00

46

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[Filtered by: ] [Sorted by: Station]

Rep Order# 9780163 Ver# 11 Status Revised Traffic Order# 45918 Printed: 08/08/2012 12:08 PM 2 of 3

Last Received: 08/08/2012 11:31 AM Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348  
Rep Firm ( ) WASHINGTON  
Sales Office ( ) ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINES 9 & 19 ON :30S PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	*9	TU-TH	3P-4P	LETT'S MAKE A DEAL	:60	\$800.00	07/31-08/02	1	1	1	\$800.00	-----
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Sales Remark: V11 IX NA

V9 Comment Changed, Spots/week Changed

V11 Comment Changed, Spots/week Changed

*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	
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V5 Comment Changed, Spots/week Changed

*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	0	0	0	\$0.00	
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Sales Remark: V11 NA

V5 Added

V9 Comment Changed, Spots/week Changed

V11 Comment Changed

Report Totals: 3 / \$5,600.00

---REPORT TOTALS---

---SALES MONTHLY TOTALS---

Aug 12: 45 / \$75,800.00

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Sales Totals: 45 / \$75,800.00  
Station Totals: 45 / \$75,800.00  
Lines not sent/rcld/rtrn: 0 / \$0.00  
---COMPETITIVE---

CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	34%
WKRC	40%	WLWT	8%	WSTR	2%	WXIX	15%		
Market Totals \$189,500									

Books null  
Demos RA35+

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9780163 Ver# 10 Status Returned Traffic Order# 45918 Printed: 08/06/2012 12:14 PM Last Received: 08/03/2012 3:16 PM Showing Buylines: All Rep & Sta Revised Lines 1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

mg for lines 9 & 19 move to 30 sec sked  
sat/sun 8/11-8/12 2-6p pga champ 3x @ 900.00 each and  
sat 8/11 6-630p news 1x @ \$ 500.00.

t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	*9	TU-TH	3P-4P	LEFT'S MAKE A DEAL	:60	\$800.00	07/31-08/02	2	1	2	\$1,600.00	-----
Station Remark: V10 combo \$ with line 19 mg in order comment												
V9 Comment Changed, Spots/week Changed												

*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00		
V5 Comment Changed, Spots/week Changed												

*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	0	0	0	\$0.00		
Station Remark: V10 combo with line 9 mg in order comment.												
V5 Added												
V9 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Rep Order# 9780163 Ver# 10 Status Returned  
EC'd Yes

Traffic Order# 45918

Printed: 08/06/2012 12:14 PM  
Last Received: 08/03/2012 3:16 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Aug 12: 46 / \$76,600.00

Sales Totals: 46 / \$76,600.00

Station Totals: 46 / \$76,600.00

Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$191,500	CABL 0%	EKRC 1%	UNKN 0%	WBOC 0%	WCPC 34%
		WKRC 40%	WLWT 8%	WSTR 2%	WXIX 15%	

Books null  
Demos RA35+

Rep Order# 9780163 Ver# 9 Status Revised Traffic Order# 45918 Printed: 08/03/2012 3:45 PM Last Received: 08/03/2012 3:16 PM Showing Buylines: All Rep & Sta Revised Lines 2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks  
Salesperson ( ) WASHINGTON  
Sales Office ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS CAN'T BE MADEGOOD ON : 60S. SKED A  
: 30S IS AN OPTION.

→ 3x Sat/Sun 2-6P (PG4 Champ.) or 8/11-8/12 @ \$900 each \$  
1x Sat 6-6:30P or 8/11 @ \$500

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*9	TU-TH	3P-4P	LEFT'S MAKE A DEAL	:60	\$800.00	07/31-08/02	2	1	2	\$1,600.00	
Sales Remark: V9 1X NA												
V9 Comment Changed, Spots/week Changed												
	*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	
Sales Remark: V9 1X NA												
V5 Comment Changed, Spots/week Changed												
	*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	0	0	0	\$0.00	
Sales Remark: V9 1X NA												
V5 Added												
V9 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 4 / \$6,400.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$76,600.00

Rep Order# 9780163 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 45918

Printed: 08/03/2012 3:45 PM  
Last Received: 08/03/2012 3:16 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Sales Totals: 46 / \$76,600.00  
Station Totals: 46 / \$76,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$191,500	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	34%
		WKRC	40%	WLWT	8%	WSTR	2%	WXIX	15%		

Books null  
Demos RA35+



Rep Order# 9780163 Ver# 8 Status Returned Traffic Order# 45918 Printed: 08/03/2012 10:42 AM Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Salesperson ( ) WASHINGTON  
( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

p1s see line 9  
t/r  
Lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	-----
V5 Comment Changed, Spots/week Changed												

*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	1	1	1	1	\$2,400.00	
Station Remark: V8 paperwork pulled to late to add my mg <del>stop on mon 8/6</del>												
V5 Added												

*9	TU-TH	3P-4P	LET'S MAKE A DEAL	:60	\$800.00	07/31-08/02	3	1	3	3	\$2,400.00	
Station Remark: V8 1x na 8/2 no copy. my sat 6-10a new on 8/4 nclir												

---REPORT TOTALS---

Report Totals: 6 / \$9,600.00

---SALES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00  
Sales Totals: 48 / \$19,800.00

Rep Order# 9780163 Ver# 8 Status Returned  
EC'd Yes

Traffic Order# 45918

Printed: 08/03/2012 10:42 AM  
Last Received: 08/01/2012 12:09 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Station Totals: 48 / \$79,800.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$199,500	CABL 0%	EKRC 1%	UNKN 0%	WBOC 0%	WCPC 34%
		WKRC 40%	WLWT 8%	WSTR 2%	WXIX 15%	

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, July 31, 2012 3:14 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 45918

Station: WKRC-TV

### Order Information:

Order #: 45918  
Order Total: \$79,800.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA SKED A  
Alternate Order #: 09780163  
Estimate #: 1520  
Flight Dates: 07/31/12 - 08/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (45918-9-3):

Rate: \$800.00  
Air Date: Thu 08/02/12  
Eligible Days: -TWTh-----  
Inventory Code: Let's Make a Deal  
Inventory Description: Let's Make a Deal  
Inventory Code Time: 3:00 PM-4:00 PM  
Spot Type: NM  
Length: 1:00  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

1x Sat 6-10A.  
on 8/4 MWR

Printed: 08/02/2012 3:57 PM  
Last Received: 08/01/2012 12:09 PM  
Showing Buylines: All Rep & Sta Revised Lines

Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson FAX# 202-955-5348

Agency	( )	GMMB	3050 K ST NW	WASHINGTON, DC 20007	Agency C/P1/P2/E	95/101/1520	Flight Dates	07/31/2012 - 08/06/2012	Hiatus Weeks
--------	-----	------	--------------	----------------------	------------------	-------------	--------------	-------------------------	--------------

Agency C/P1/P2/E  
95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012

Meredith Kaufman

OBAMA SKED A

Advertiser ( ) POLITICA

Station WKRC-TV CINCINNATI

9780163

Ver.# 9

Status Returned

Traffic Order# 45918

Printed:

08/02/2012 3:57 PM

2 of 2

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

pls see line 19

 $x/7$ 

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	DayPart
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V5 comment changed, Spots/week changed

TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	1	1	1	\$2,400.00
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V5 Added

---REPORT TOTALS---

Report Totals: 3 / \$7,200.00

---STATES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00

Sales Totals: 48 / \$79,800.00

Station Totals: 48 / \$79,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$199,500

CABL

WKRC 40%

38 LMTM

EKRC 1 6

26 MSTR

30 UNKN

159 XIX

MBÖC 03

MCPO 343

Rep Order# 9780163 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 45918

Printed: 08/02/2012 3:57 PM  
Last Received: 08/01/2012 12:09 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA SKED A  
Estimate# 1520  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1520  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

Station WKRC-TV CINCINNATI, OH    Agency ( ) GMMB    Rep Firm ( ) WASHINGTON  
 Advertiser ( ) POLITICAL    3050 K ST NW    Sales Office ( ) ALEXANDRA BRADLEY  
 Product OBAMA SKED A    WASHINGTON, DC 20007    Salesperson Phone# 202-955-5342  
 Estimate# 1520    Agency C/P1/P2/E 95/101/1520    Salesperson FAX# 202-955-5348  
 Buyer Meredith Kaufman    Flight Dates 07/31/2012 - 08/06/2012  
 Phone#    Hiatus Weeks  
 Fax#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGD FOR LINE 14 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	2	1	2	\$4,800.00	
	*19	TU-TH	530P-6P	NEWS	:60	\$2,400.00	07/31-08/02	1	1	1	\$2,400.00	

Sales Remark: V5 1X NA  
 V5 Comment Changed, Spots/week Changed  
 Sales Remark: V5 MKGD FOR LINE 14  
 V5 Added

---SALES MONTHLY TOTALS---

Report Totals: 3 / \$7,200.00

---REPORT TOTALS---

Aug 12: 48 / \$79,800.00  
 Sales Totals: 48 / \$79,800.00  
 Station Totals: 48 / \$79,800.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$199,500  
 CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPO 34%  
 WKRC 40% WLMW 8% WSTR 2% WXIX 15%

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Station WKRC-TV CINCINNATI, OH	Agency ( ) GMMB	Rep Firm
Advertiser ( ) POLITICAL	3050 K ST NW	Sales Office ( ) WASHINGTON
Product OBAMA SKED A	WASHINGTON, DC 20007	Salesperson ( ) ALEXANDRA BRADLEY
Estimate# 1520	Agency C/P1/P2/E 95/101/1520	Salesperson Phone# 202-955-5342
Buyer Meredith Kaufman	Flight Dates 07/31/2012 - 08/06/2012	Salesperson FAX# 202-955-5348
Phone#	Hiatus Weeks	

\*\*\*\*\* Contract Coversheet \*\*\*\*\*  
V.3 7/30  
SEE LN 18- MG FROM #9764611 LINE 31.  
1X TU-F,M 530-6P NEWS \$2400  
NWE TOTAL \$79800. PLS CF- CHRISTINA FOR ALEX  
\*\*\*\*\*



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--- CONTRACT COMMENT ---

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--- REMARKS ---

PLEASE SEE LINE 14 FOR MG.

ANGELA FOR LYNDA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	*14	TU-TH	630P-7P	NEWS	:60	\$2,400.00	07/31-08/02	3	1	3	\$7,200.00	-----
Station Remark: V4 IX NA ON 7/31. MG WED-FRI W/O 7/20 530-6P NCIR.												

---REPORT TOTALS---

Report Totals: 3 / \$7,200.00

---SALES MONTHLY TOTALS---

Aug 12: 48 / \$79,800.00  
Sales Totals: 48 / \$79,800.00  
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Lines not sent/rcld/trn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$199,500  
CABL 0% WKRC 40% WLMW 8%  
EKRK 1% UNKN 0% WSTR 2%  
WBQC 0% WXIX 15%  
WCPQ 34%

Books null  
Demos RA35+

Rep Order# 9780163 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 45918

Printed: 07/31/2012 1:28 PM  
Last Received: 07/30/2012 4:13 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
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Product OBAMA SKED A  
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Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

## Connell II, Jim

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**From:** dmcullah@wkrc.com  
**Sent:** Monday, July 30, 2012 11:09 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 45918

Station: WKRC-TV

Order Information:

Order #: 45918  
Order Total: \$77,400.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA SKED A  
Alternate Order #: 09780163  
Estimate #: 1520  
Flight Dates: 07/31/12 - 08/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45918-14-3):

Rate: \$2,400.00  
Air Date: Tue 07/31/12  
Eligible Days: -TWTh-----  
Inventory Code: CBS Evening News  
Inventory Description: 630p CBS Evening News  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: 1:00  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

ix W-Fri 5:30-6P  
w/o 7/30 MNR